

Project Name: Maharashtra Condom Social Marketing Project
Agreement Type: Cooperative Agreement
Duration: April 2005-June 2011
Geographic Scope: Maharashtra State
Technical Assistance Agencies: NIL
Hindustan Latex Family Planning Promotion Trust under Avert
Implementing Agency: Project

DESCRIPTION:

HLFPPT is implementing a condom social marketing (CSM) program among high-risk populations in 22 high prevalence districts in Maharashtra State. The project was launched in April 2005 and the first phase came to an end in January 2007. The second phase of the condom social marketing program has been approved for the period April 2007 to June 2011. The goal of the condom social marketing program is to ensure availability and accessibility of high quality condoms to high-risk groups and people engaged in high-risk behavior. HLFPPT works closely with Avert Project, Maharashtra State AIDS Control Society, Mumbai District AIDS Control Society, John's Hopkins University and other partners in the implementation of CSM program. It also collaborates with Bill and Melinda Gates Foundation and other condom social marketing partners in expanding the program among high-risk groups and avoids duplication of efforts.

KEY ACTIVITIES:

- Mapping of retail outlets in the high-risk areas of 22 high prevalence districts of Maharashtra state.
- Partnership with social marketing organizations and manufacturers.
- Training of the retail outlets in high-risk areas to stock and sell condoms.
- Conducting training on social marketing for NGOs and CBOs.
- Designing and implementing a generic condom promotion campaign for high-risk groups.
- Conducting quality assessment of condoms available in the high-risk areas.
- Promotion of Female Condoms.
- Promotion of special condoms for MSM.
- Establishing condom vending machines in high-risk locations.
- Technical Support to Maharashtra and Goa state AIDS control societies.

KEY ACHIEVEMENTS:

- Retailer mapping completed in 22 high-prevalence districts. The study identified over 13,500 outlets frequented by high-risk groups.
- Over 7550 condom retailers trained and of these over 5000 condom retailers are stocking and selling condoms. During the period April 2007 to January 2008 1,29,600 condoms have been sold
- Generic condom promotion campaign targeting high-risk groups launched on TV, Radio and Print media. The National AIDS Control Organization adapted the TV advertisement for National level campaign.
- Over 250 condom vending machines established in high-risk locations.
- Condom Quality assessment conducted and advocacy with government is planned for ensuring quality assurance in condom supplies.
- Special thicker condom with lube developed for MSM population.
- Condom Social marketing module for NGO developed.

CONTACT INFORMATION:

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